

Appendix 7

Innovation Fund Project: ESOL Careers Fair

Open Doors International Language School's (ODILS) innovation fund project aimed to improve employment prospects for speakers of other languages within Plymouth. The project commenced in January 2018 and finished in late October. A mid-project review in May highlighted challenges and identified changes of approach related to business engagement. Methods used by the project consisted of three phases: Research; Identification and engagement of key partnerships and provisions; and a careers fair to benefit both employers and young people.

Research

Research Desk research showed that ODILS' methods and intention of engaging local businesses and creating a strong local network was justified. Two surveys, with 110 student responses* and 11 local business responses, further enforced the findings from the literature review. Findings from the student survey demonstrated that the most commonly listed barriers to accessing employment and workplace opportunities were English level (86), lack of qualifications (45), childcare (31) and lack of information (27). It showed that the most sought after industries, amongst students studying ESOL, were in: business (31), healthcare (30), social care (28), teaching (or teaching assistants) (22), customer service (17), and sports and leisure (17).

Employer Engagement

Throughout the project, the engagement of local businesses was a challenge. One significant contributor to this was the slow engagement process and willingness to engage from Plymouth Chamber of Commerce. That being said, some strong understandings of synergistic projects and strong relationships with organisations were eventually developed, notably during the careers fair. Plymouth University and other training providers were particularly receptive to engagement and planning for partnership work to continue tackling this issue in the future.

Careers Fair

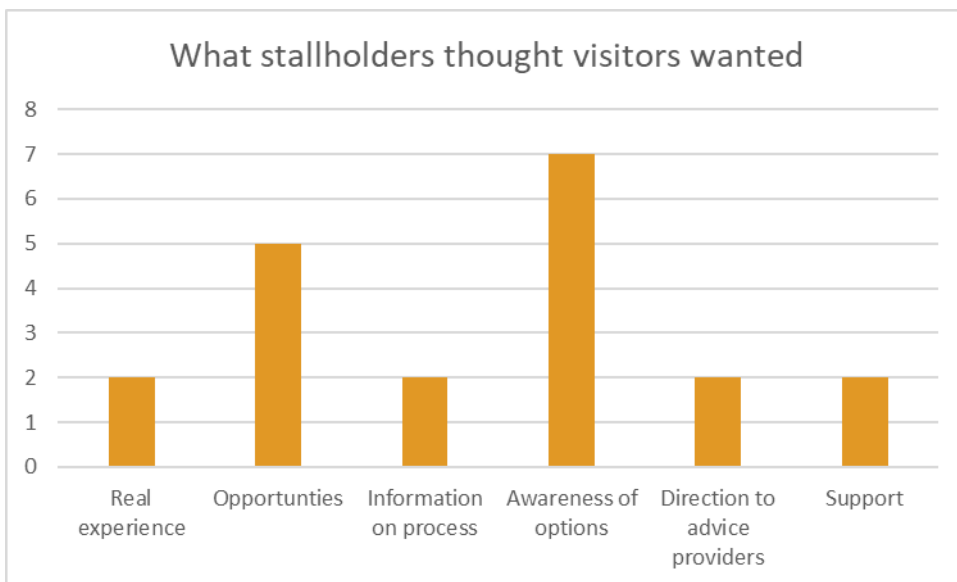
The careers fair, held at ODILS on 24/10/2018, had 31 attendees and can broadly be seen as a success, despite exhibiting the scope for a more developed engagement and delivery strategy. At the careers fair there were 13 organisations (stallholders) represented who, on average, deemed that the event was 'successful' at a rate of 7.9 out of 10. All present stallholders stated that they would attend the event again and would recommend attendance of similar events to other employers and opportunity providers. As stated above, a significant outcome concerns the development of a strong local network for referrals and signposting which will continue to have follow-on benefits for Empowering Enterprise's target group and beyond.

* These students were all studying ESOL (English for Speakers of Other Languages) at ODILS.

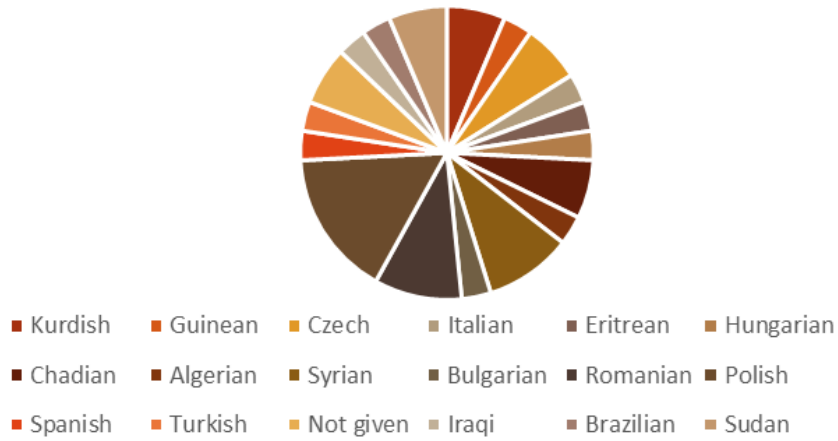
A table of the 13 stallholders present at the event is presented below.

Employers and employment support	Volunteer placements	ESOL focused	Education	Other
Diversity Business Incubator	Positive People Pluss (PP+)	ODILS	City College Plymouth	Cosmic
Indiana Health Care	Red Cross	Plymouth Hope	On Course	
Department for Work and Pensions	Manor Street and Green Ark Children's Centres		Plymouth University	
Build Plymouth				

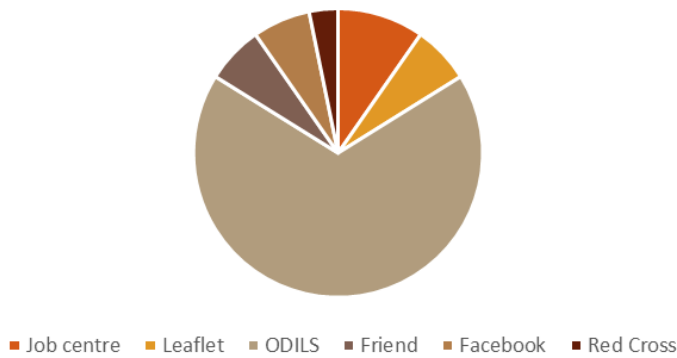
Further Findings



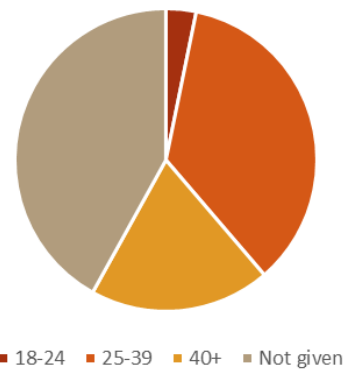
Nationality



Referral



Age of Attendees



Scope for Growth

Areas of the event which could be improved on included ensuring that stall holders had improved their knowledge about A) the ESOL community B) ESOL language levels. Of especial concern for the purposes of Empowering Enterprise, the average age of attendee was 35.7 and only one person (aged 19) was in the programmes target group.

This project will continue as part of ODILS’ work, no longer funded by the innovation fund. Connections and networks will be built upon and strengthened before a second larger careers event in February 2019, with dedicated rooms for: training and employment; support services; and ESOL community groups.

Two resource sheets were created during the project: One on employment law relating to refugees, migrants and asylum seekers which is due to be circulated; and a second on English skills related to assessed ESOL Levels which is currently being shared with organisations in Plymouth and across the wider Empowering Enterprise partnership. Most notably, Build Plymouth are taking the latter resource to their training, employment and work experience partners to clarify what language levels are needed for the different opportunities available. This resource will also be included in the Inclusive Opportunities Toolkit which will shortly be distributed to all employers engaged through the Community and Employer Engagement work that takes place within the project (see Appendix 6).

Furthermore, a new innovation project idea is being proposed that aims to create an accredited course to replace employers’ online training, making it more accessible for ESOL participants as well as those from disadvantaged backgrounds. It is hoped that this would improve access to jobs for those involved and demonstrate the value of such networks.

Appendix 8

Innovation Fund Project: Welcome Bags

Overview

An Innovation Fund project that will provide 'Welcome Bags' to participants has been proposed and accepted. Welcome Bags will contain items such as shampoo, shower gel, toothpaste, hand sanitiser, toilet rolls, sanitary products, diary or calendar, pens, travel cup, and a directory of useful phone numbers, info and support. Participants will be involved in the design, production and distribution of Welcome Bags. This project is currently in its planning phases and is being conducted by delivery partner, Young Devon.

Motivation

Mentors have found that a significant number of participants struggle with personal hygiene, self-care and day-to-day readiness. It is felt that many young people lack the motivation or access to take care of themselves on a basic level (e.g. cleaning their teeth, washing, managing appointments). Additionally, due to its sensitive and personal nature, hygiene and self-care can be a difficult topic to approach, for both mentors and participants.

Objectives

It is intended that the Welcome Bags will play a role in developing the readiness, competence and confidence of participants, in their journeys towards increased social integration, good mental health, and work-readiness:

- The Welcome Bags will provide the young people with necessary items to manage their **basic needs**.
- It is hoped that the Welcome Bag project will enable mentors and young people to **discuss personal hygiene and self-care** more easily. Having the Bags co-designed and co-produced in a young person-led environment should offer opportunities to discuss wider issues such as gender, mental health, community and will also lead to exercises around empathy and supporting peers.
- This activity is intended to provide valuable **design and enterprise experience** to the young people involved.
- It is hoped that young people who are involved in this activity will increase their ability to **identify local challenges and respond** to them accordingly.

Progress

A range of companies have been contacted, to enquire about the possibility of receiving donated items to put in the Welcome Bags. These companies include Boots, Oral B and Lush Cosmetics. The project is currently in conversation with Lush Cosmetics to determine if and how this might work.

Planned Methods

The Welcome Bags will be designed, produced and distributed in batches of 30.

PHASE ONE

The first round will be designed and produced by Young Devon mentors and will be distributed to the Young Devon participants that mentors feel would benefit from them. A feedback form will also be provided in the Welcome Bags, which recipients will be asked to fill in. This feedback form will ask participants to evaluate their Welcome Bags, making enquiries about which products they felt were most useful, for example.

PHASE TWO

These recipients (participants) will then be invited to form the co-design and co-production team for the next round of Welcome Bags. Those that accept will take part in group sessions to evaluate the first round of Welcome Bags, and take any findings into consideration as they go on to co-design the second round of Welcome Bags.

This group of young people will also be encouraged to engage with community groups and local businesses, to source products to include in the Welcome Bags. They would also play a central role in physically putting the Welcome Bags together, ready for distribution.

A CYCLICAL PROCESS

It is thought that this will become a cycle, with former recipients of the Welcome Bags going on to become the co-design and co-production team for the following round of Welcome Bags.

Whilst only Young Devon mentors and participants will be involved in the first couple of rounds, it is planned that the project will be opened up to all of the young people on Empowering Enterprise, involving all delivery partners.

Appendix 9

2018 Local Meeting Feedback

January 2018 Local Meeting Feedback

Attendance

The Empowering Enterprise local meetings took place at the following places

Location	Date	Attendance
Torbay	30 January, 2018	15
North Devon	1 February, 2018	13
Plymouth	6 February, 2018	19
Exeter	8 February, 2018	19

Afternoon support sessions took place on the following topics:

- Drug & Alcohol Awareness (from Y Smart)
- Universal Credit and Legacy Benefits (from Citizen's Advice)
- Mental Health and Wellbeing (from Livewell Southwest and MIND)

The objective of the meeting was to bring together local partners to discuss local delivery. To what extent did we meet this objective?

Attendees found the meeting very valuable. All responses to this question were positive, for example:

“Fully met. It made a big difference to know who else was delivering the programme, and an introduction to the support organisations available to us”

“100 per cent. It was great to understand what other partners can bring. I have already used the support of one partner since. I wouldn't have been aware that particular expertise was available otherwise.”

Did you implement any of your learning immediately, and, if so, what?

Many attendees commented they had implemented something learnt from the day soon after. Example include:

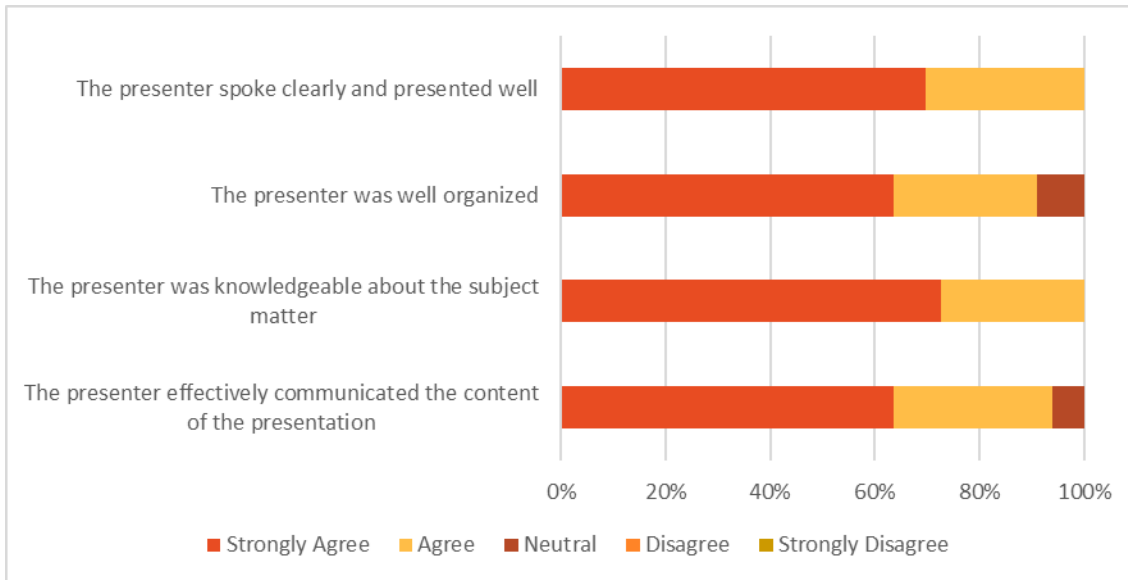
“Yes! I've been telling quite a few people about Live Well SW and I had a meeting with them after the Plymouth meeting where I was able to really understand their offer and pass that onto a partner for a particular participant.”

“I've used the JCP contact when needing to check benefit status.”

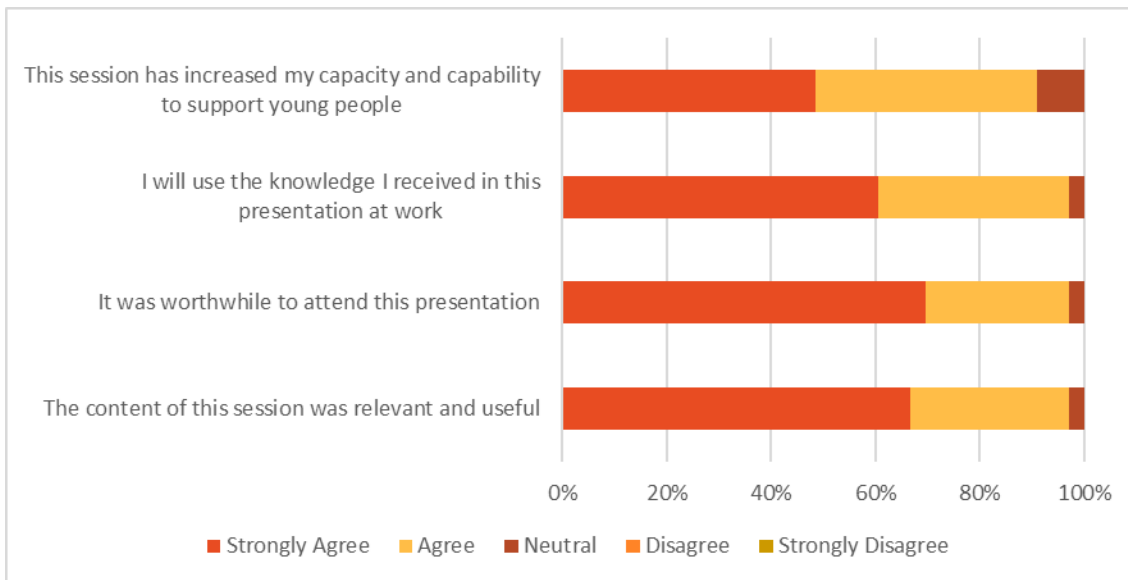
Which new organisations, if any, did you learn about through the discussions?

Over 90% of respondents said they had become aware of new organisations. The most common mentioned was WESC, a support partner of the project.

External Support Session Presenter Evaluation



External Support Session Content Evaluation



Summer 2018 Local Meeting Feedback

Attendance

The Empowering Enterprise local meetings took place at the following places:

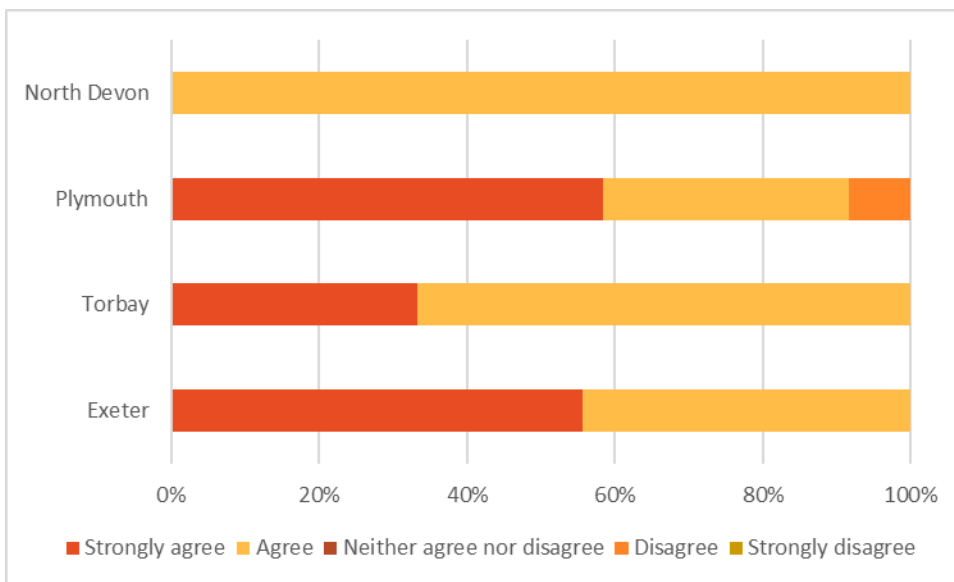
Location	Date	Attendance
Plymouth	17 July, 2018	22
Torbay	24 July, 2018	22
Exeter	26 July, 2018	15
North Devon	16 August, 2018	14

Each event had an afternoon support session on the following topics:

- Universal Credit, Citizens Advice
- Loan Sharks
- EDP Drug and Alcohol services
- Bright Futures

Following the events, a short feedback survey was sent to attendees to evaluate them.

The objective of the meeting was to bring together local partners to discuss local delivery. To what extent did we meet this objective?



Can you explain how your understanding of how Empowering Enterprise is delivering in your area has improved?

The most common reason, given by two-thirds of respondents was that it helped improve partnership working. About a quarter of respondents commented that it had improved their knowledge of the project requirement.

Is there anything you learnt from the meeting that you implemented immediately?

Approximately half of respondents said they would implement something immediately related to networking at the event and hearing about what other partners and services offered. The most common comments related to the Dame Kelly Holmes Trust Get on Track programme in Plymouth. Approximately one-third of respondents said there was nothing they would implement immediately.

Which new organisations, partnerships, meetings or similar, if any, did you learn about through the meeting and networking?

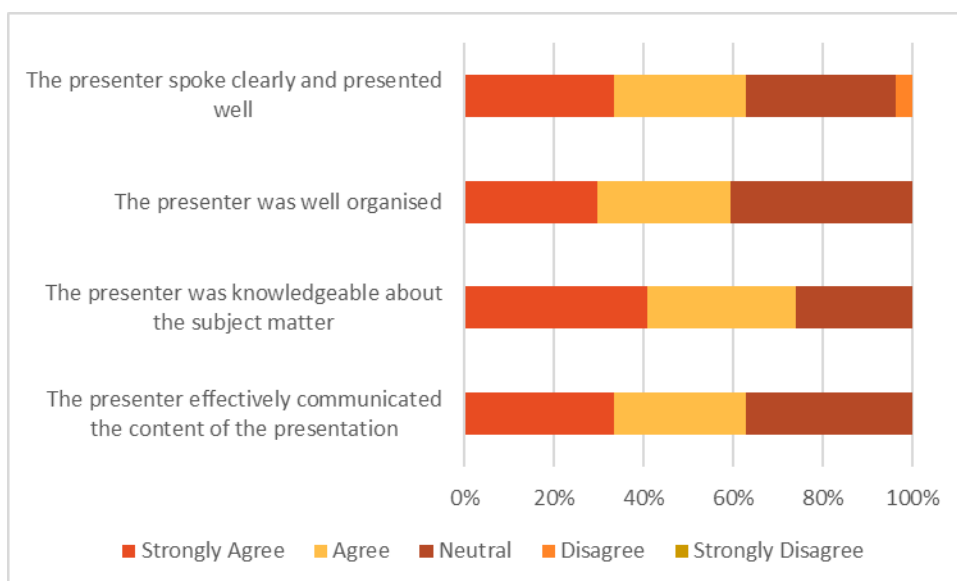
There were a broad range of responses to this question. The most common was Dame Kelly Holmes Trust Get on Track programme. Meeting specific people from the local Job Centre Plus was also mentioned frequently as well as meeting local staff from partner organisations.

The meeting was intended for local mentors. Do you feel the right mix of people attended the meeting? Can you suggest any other people or organisations who you think would be valuable to the meeting ?

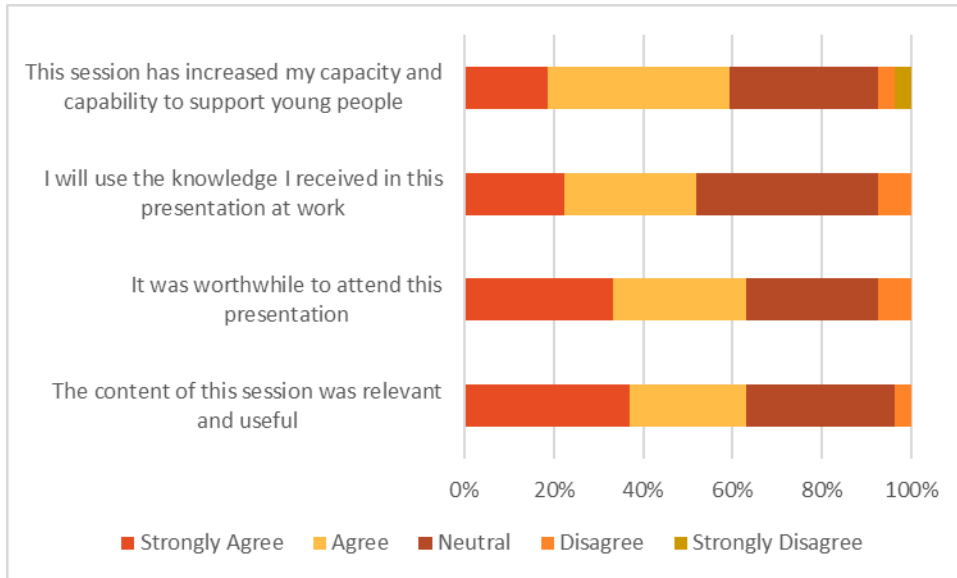
Most participants found the mix appropriate. Additional organisations that would add value would be:

- Social Services
- Special Educational Needs
- Local Authority housing benefit or crisis team
- Community Mental Health Team
- Harbour
- The Zone

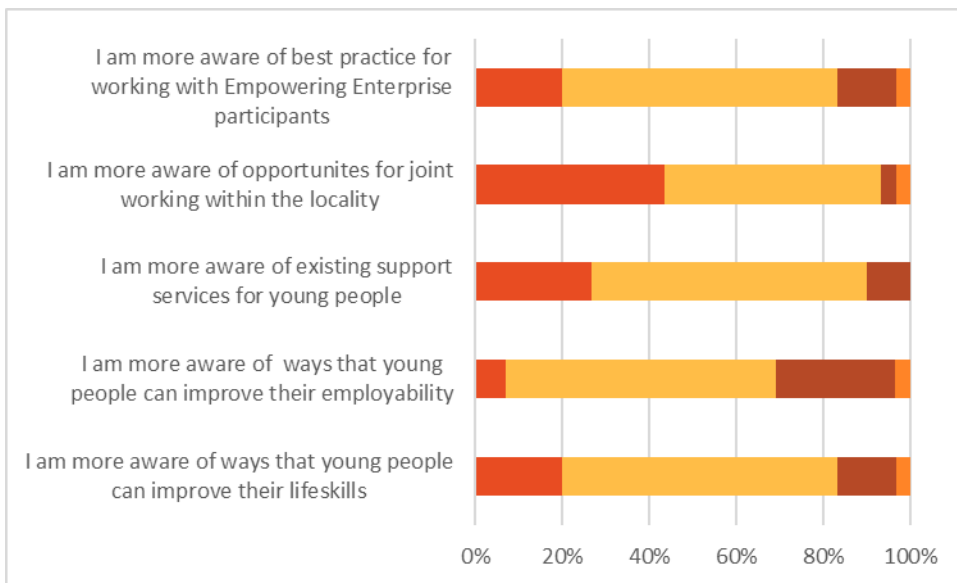
External Support Session Presenter Evaluation



External Support Session Content Evaluation



To what extent do you think this meeting contributed towards the Empowering Enterprise project outcomes?



Most attendees found the support sessions useful for future signposting, although there was little they felt able to apply immediately.

Suggestions for future support sessions were:

- First aid
- Drug and alcohol support
- Domestic violence support
- Carers leavers team
- Illegal money lending
- Job Centre Plus